

## Customer Data Dashboard Demo – Overview

This interactive report provides a comprehensive view of key customer metrics, trends, and insights. The dashboard leverages advanced Power BI and Microsoft Fabric features to enable dynamic, real-time exploration of the data. Interactive visual features are modelled and designed in the supporting **Fabric Semantic Model** of this demo dashboard.

This dashboard is part of a full-stack solution demonstrating my capability to design, orchestrate, and deliver scalable analytics across the Data Warehouse and Lakehouse landscape; from ingestion pipelines and semantic modeling, right up to real-time dashboards and CI/CD deployment.

### Key Features:

Feature Description

#### Dynamic KPI Selection (Field Parameters)

Users can choose which KPI to display in the Card visual, allowing flexible focus on metrics such as Total Customers, Average Income, and Signup % without creating multiple visuals. - [Page](#) KPI

#### Calculation Groups

Standardized calculations such as growth %, YTD, and variances are applied consistently across metrics, ensuring accurate comparative insights. [Page](#) All

#### Conditional Formatting

Highlights KPIs, trends, and alerts based on thresholds or performance targets for quick visual interpretation. [Page](#) Income Distribution, KPI

#### Time Trend Analysis

Interactive customer income matrix visual to allow tracking of KPIs over time, supporting time trend analysis comparisons. [Page](#) Income Distribution

#### Row-Level Security (RLS)

Ensures that users only see data relevant to their assigned region or role, supporting secure multi-user deployment, at the moment simulated by email existing in 'TestUserAccess' table. [Page](#) KPI

#### Interactive Visuals

Slicers, drill-throughs, and tooltips enable deep exploration of metrics by dimensions such as Country, Customer Segment, and Time Period. [Pages](#) All

#### High Usability & Accessibility

Designed for both desktop and web, optimized for readability, and includes clear labels and colour cues for decision-making.

#### Scorecard:

Consolidates key KPIs into a single view with clear performance indicators, targets, and variances for quick executive insights, e.g. for total customer acquire against a target over a period. [Page](#) KPI

#### Bookmarks:

Enables seamless navigation and storytelling by capturing report states, allowing users to toggle between pre-defined analytical views effortlessly. [Page](#) Introduction (Analytics Views button)

#### Tooltip:

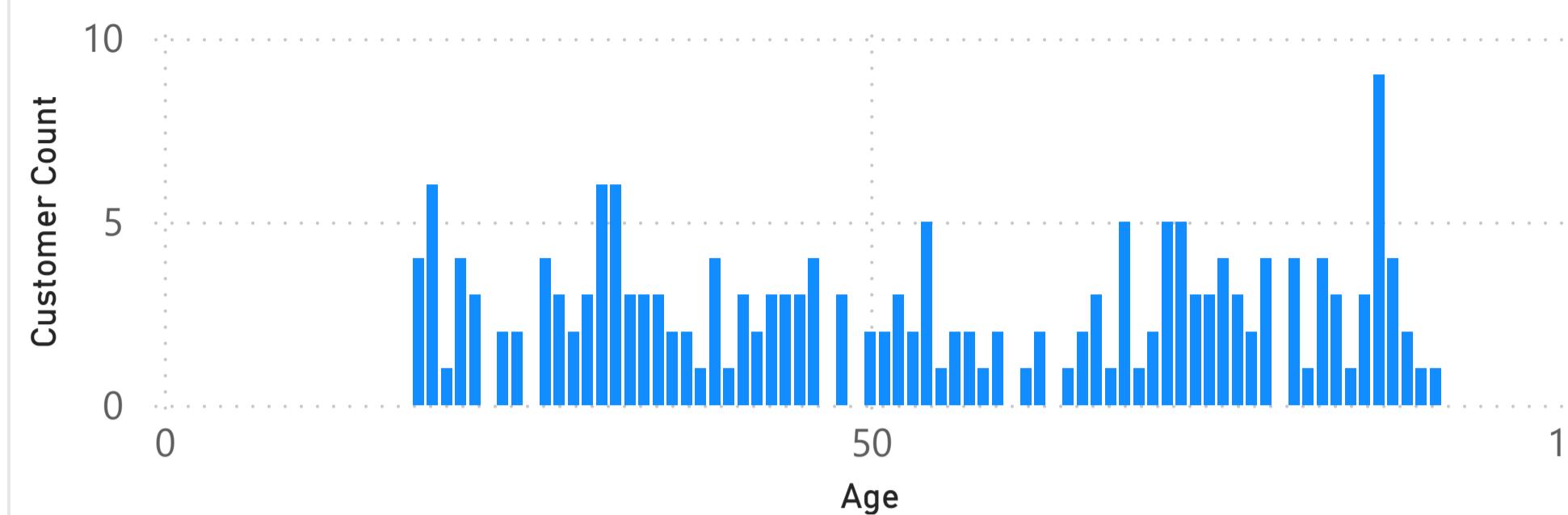
Enables custom design of tooltip layout and data items to highlight data item e.g. Income Trends By Age. [Page](#) Introduction

#### How to Use

1. Select your **KPI** from the top slicer to update the Card and related visuals dynamically.
2. Use **filters** to explore specific regions, segments, or time periods.
3. Hover over visuals for **detailed insights** via tooltips.
4. Track **trends and performance** with the time series and scorecard visuals.

## LaserengraveDeals - Report for Distribution

### Customer Count by Age



Select all   Enterprise   Free   Premium   Trial   Unknown

Sign Up Date  
21/10/2022   31/12/2025

country\_code  
Select all   Germany   India

Select Metric  
Age   country   Subscription Type

188

Total Customers

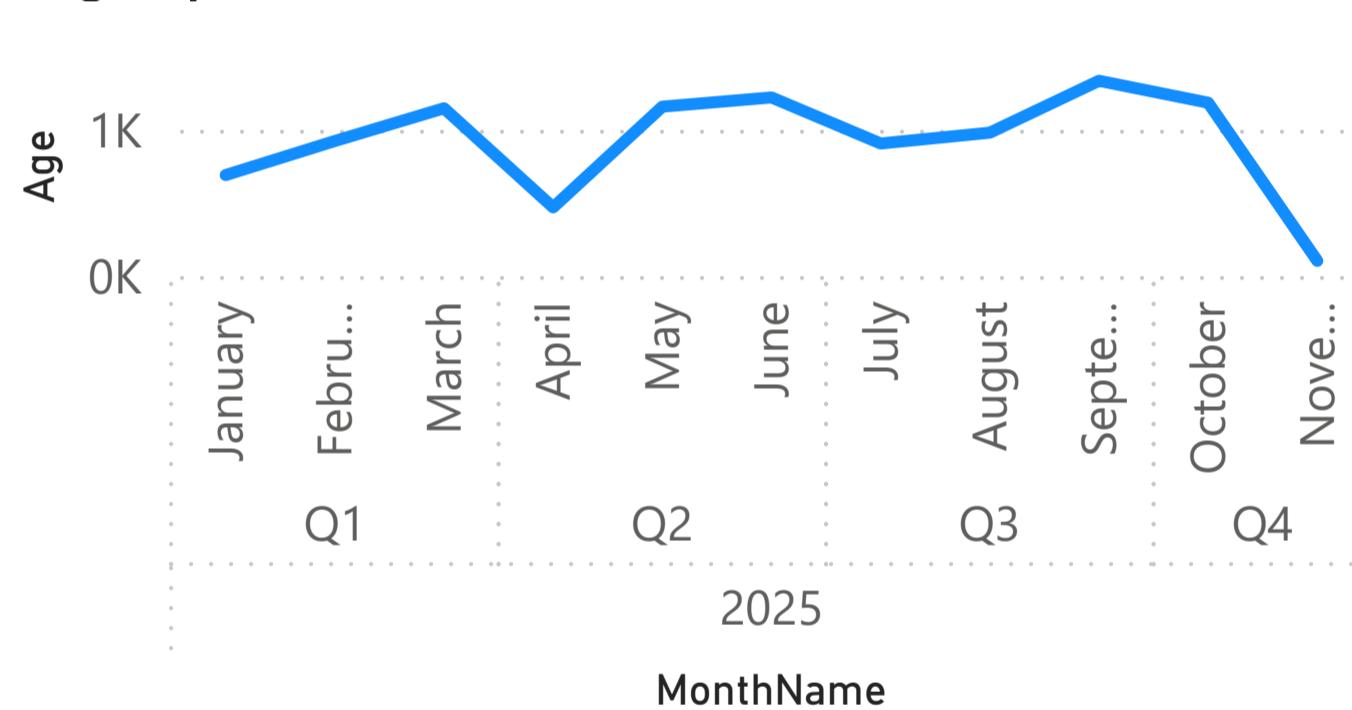
12 Month Rolling Sign Ups

188

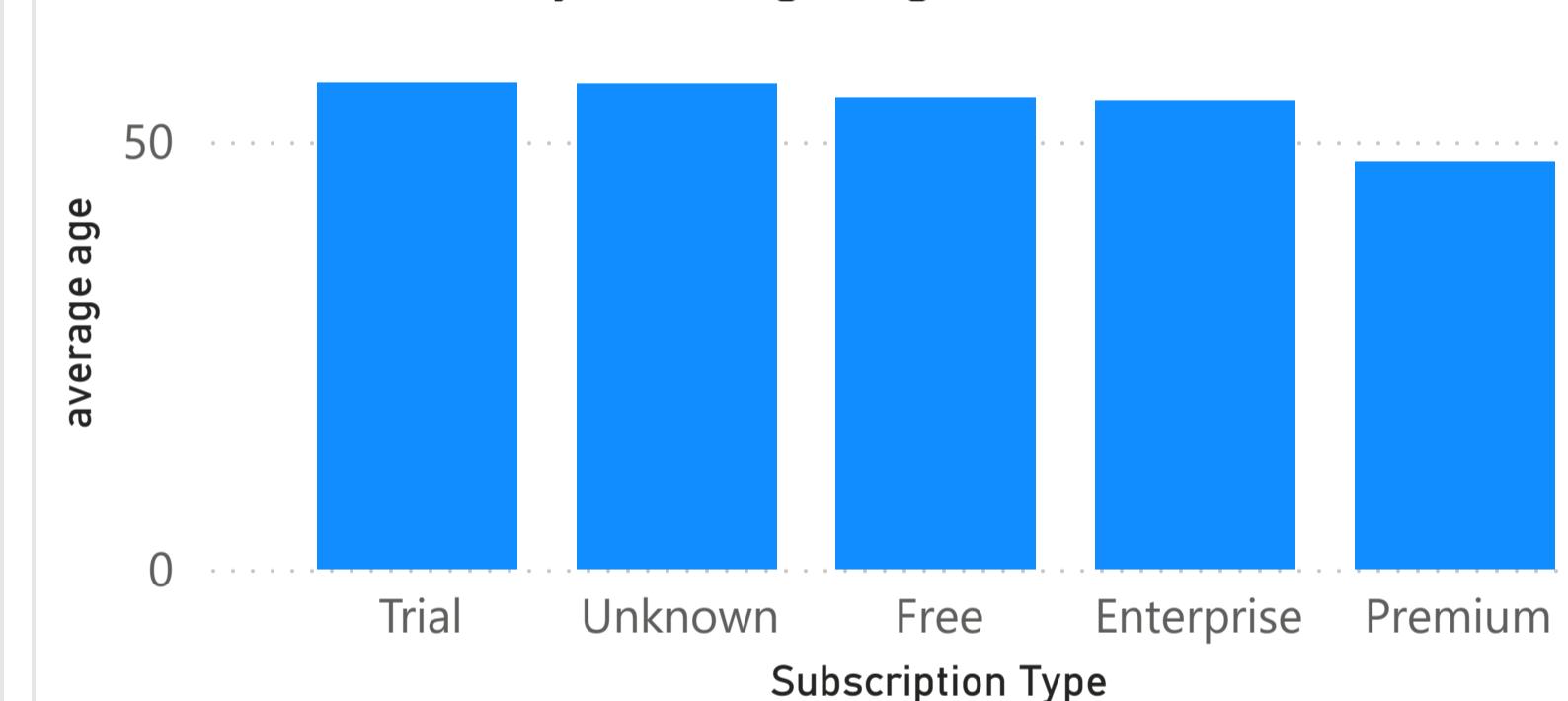
### Income Period Trends Analysis

Year	MTD	QTD	YoY	YTD	YoY%
2025		1,846,818.00	15,617,570.00	13,163,977.00	-15.71%
+ Q1	1,546,779.00	3,598,666.00	4,039,452.00	3,598,666.00	-10.91%
+ Q2	1,232,360.00	3,694,737.00	3,849,571.00	7,293,403.00	-4.02%
+ Q3	1,715,425.00	4,023,756.00	3,826,726.00	11,317,159.00	5.15%
+ Q4		1,846,818.00	3,901,821.00	13,163,977.00	-52.67%
<b>Total</b>	<b>1,846,818.00</b>	<b>15,617,570.00</b>	<b>13,163,977.00</b>	<b>-15.71%</b>	

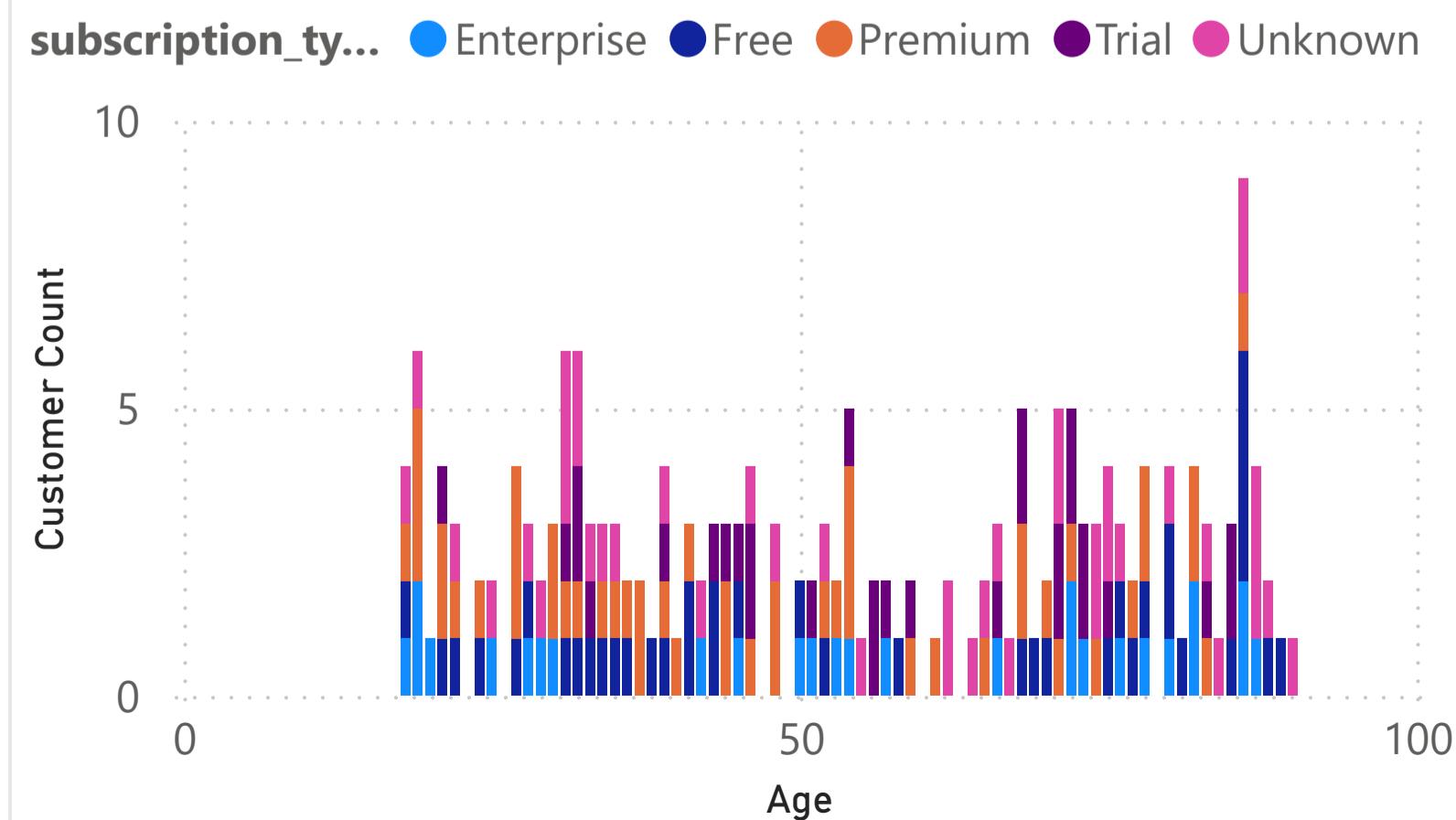
### Signup Trends Over Time



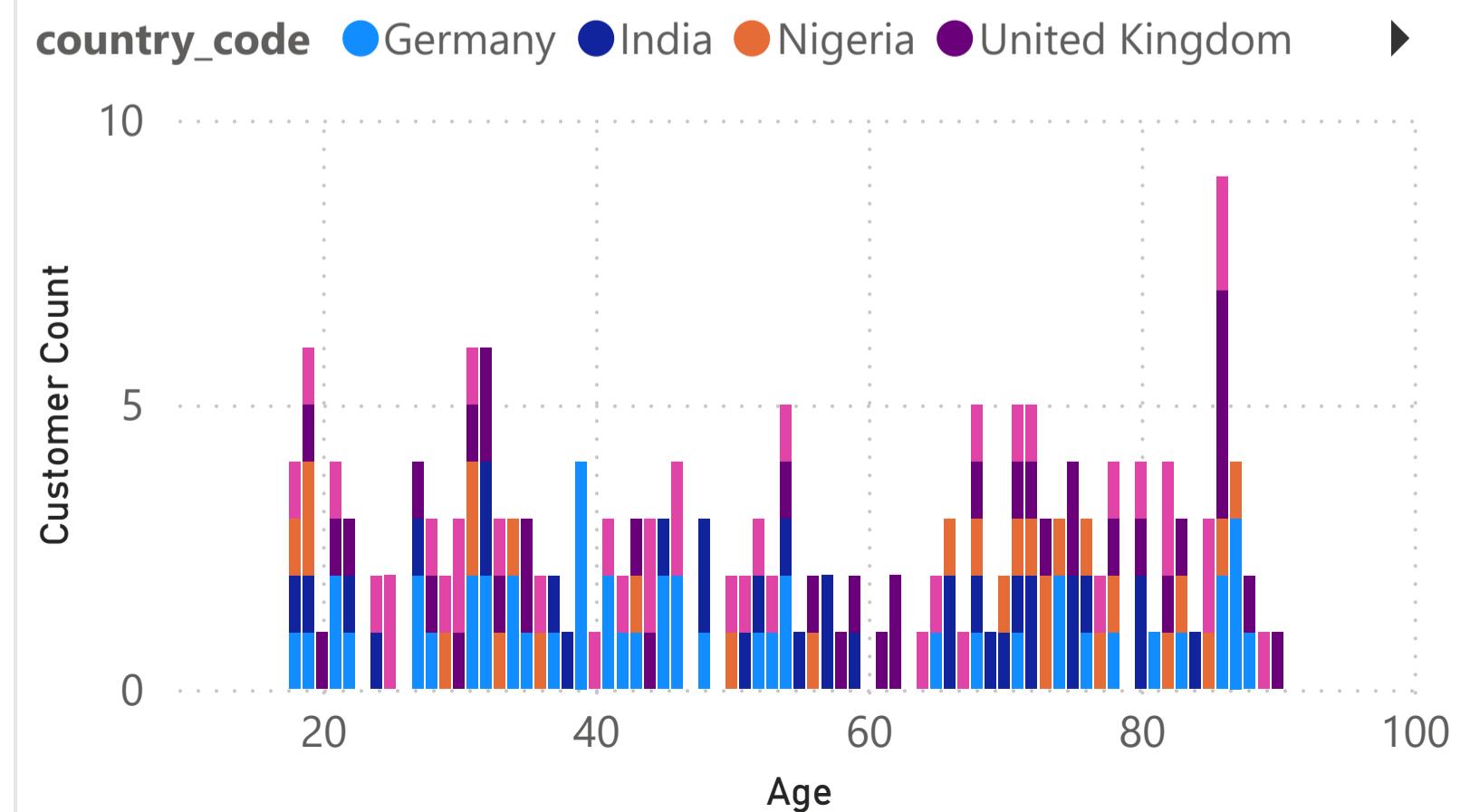
### Income Trends By Average Age



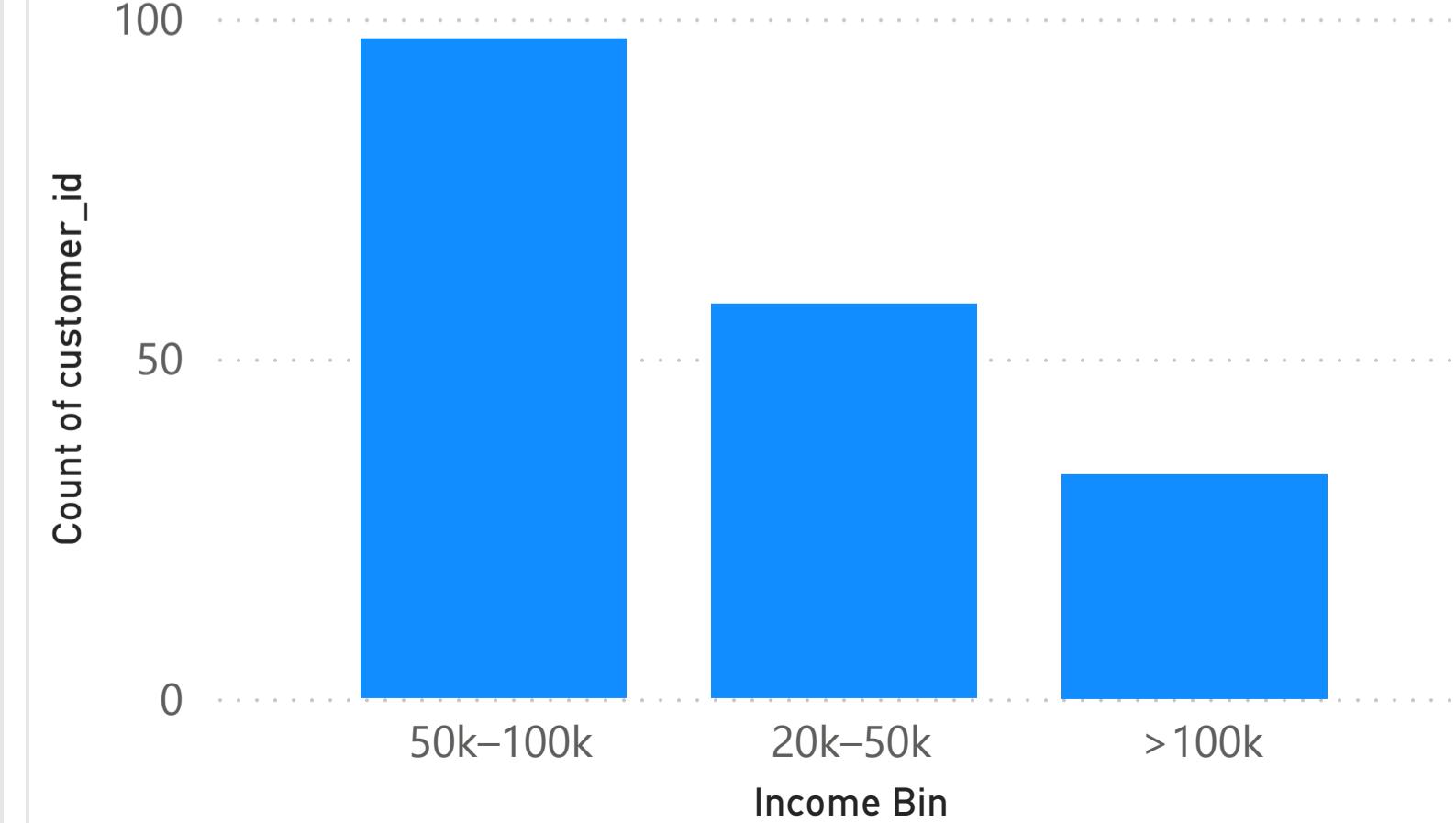
### Customer Age distribution by Subscription Type



### Customer Age distribution by Country

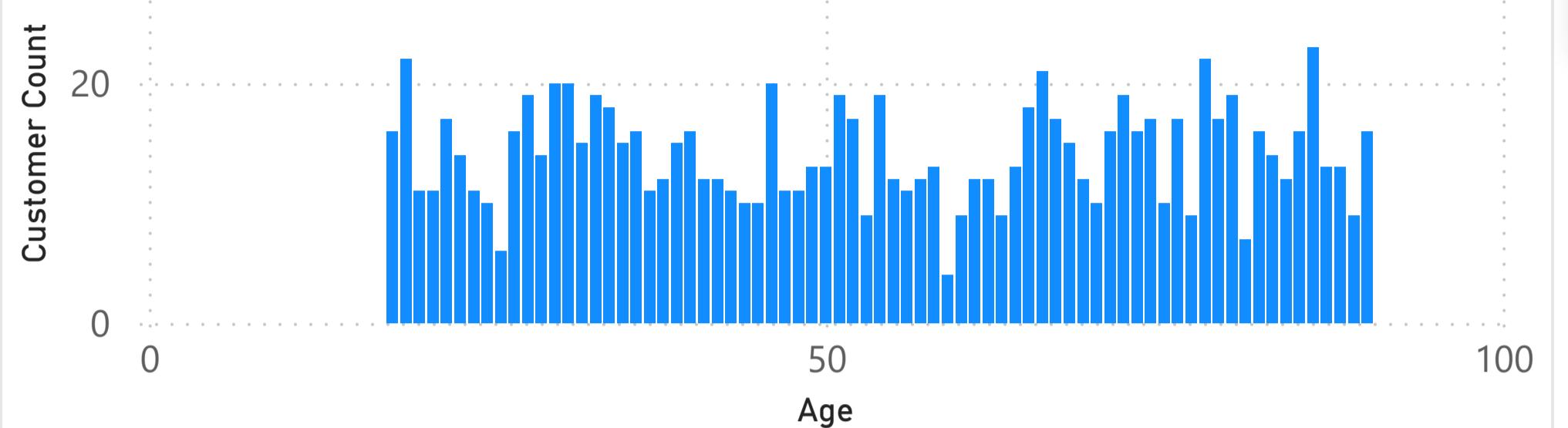


### Customer Count by Income Distribution



## LaserengraveDeals - Report for Distribution

### Customer Count by Age



Select Metric

Age

country

Subscription Type

Average Age

54

Valid Signup %

100.0%

Sign Up Date

19/07/2020

03/09/2027

country\_code

Germany

India

Nigeria

United Kingdom

United States

Select all

fjackson@laserengrave...

Valid Signup %

Total Customers

Average Income

Email

Age Group

Signup Date

mark10@example.org

18-30

12/11/2024

heatherowens@example.org

70+

13/11/2024

MICHAELBALDWIN@EXAMPLE.COM

31-40

19/11/2024

kingdanielle@example.org

70+

22/11/2024

marcia99@example.org

31-40

22/11/2024

ugraham@example.org

61-70

22/11/2024

katiegood@example.net

18-30

24/11/2024

sherry72@example.org

41-50

24/11/2024

dwatts@example.org

18-30

28/11/2024

troy74@example.net

70+

01/12/2024

Laser Work Scorecard

399/399

MO

Total Customers

500

400

300

Oct 27

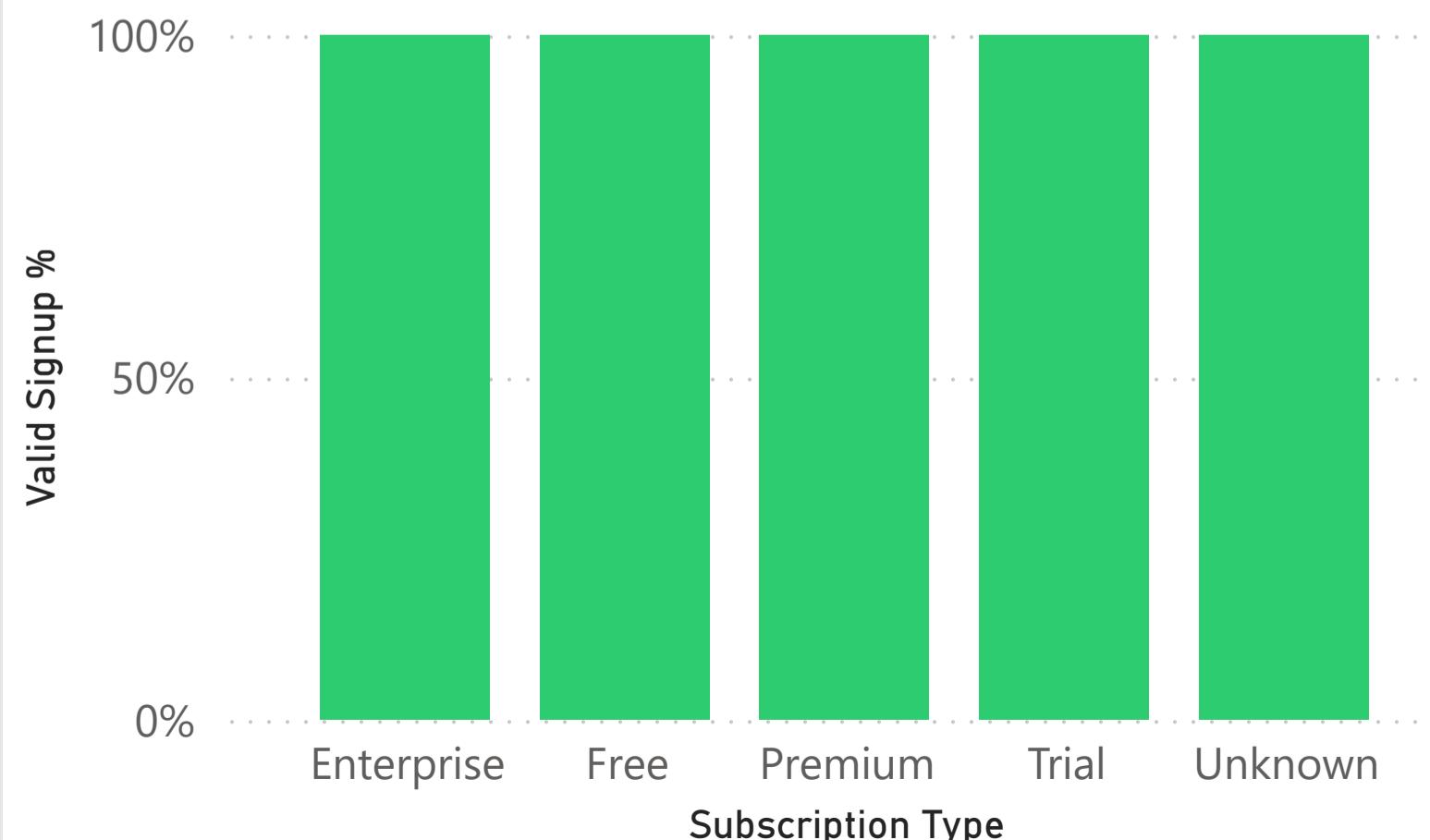
On track

Due 11/27/25



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### Signup Percentage distribution by Subscription Type

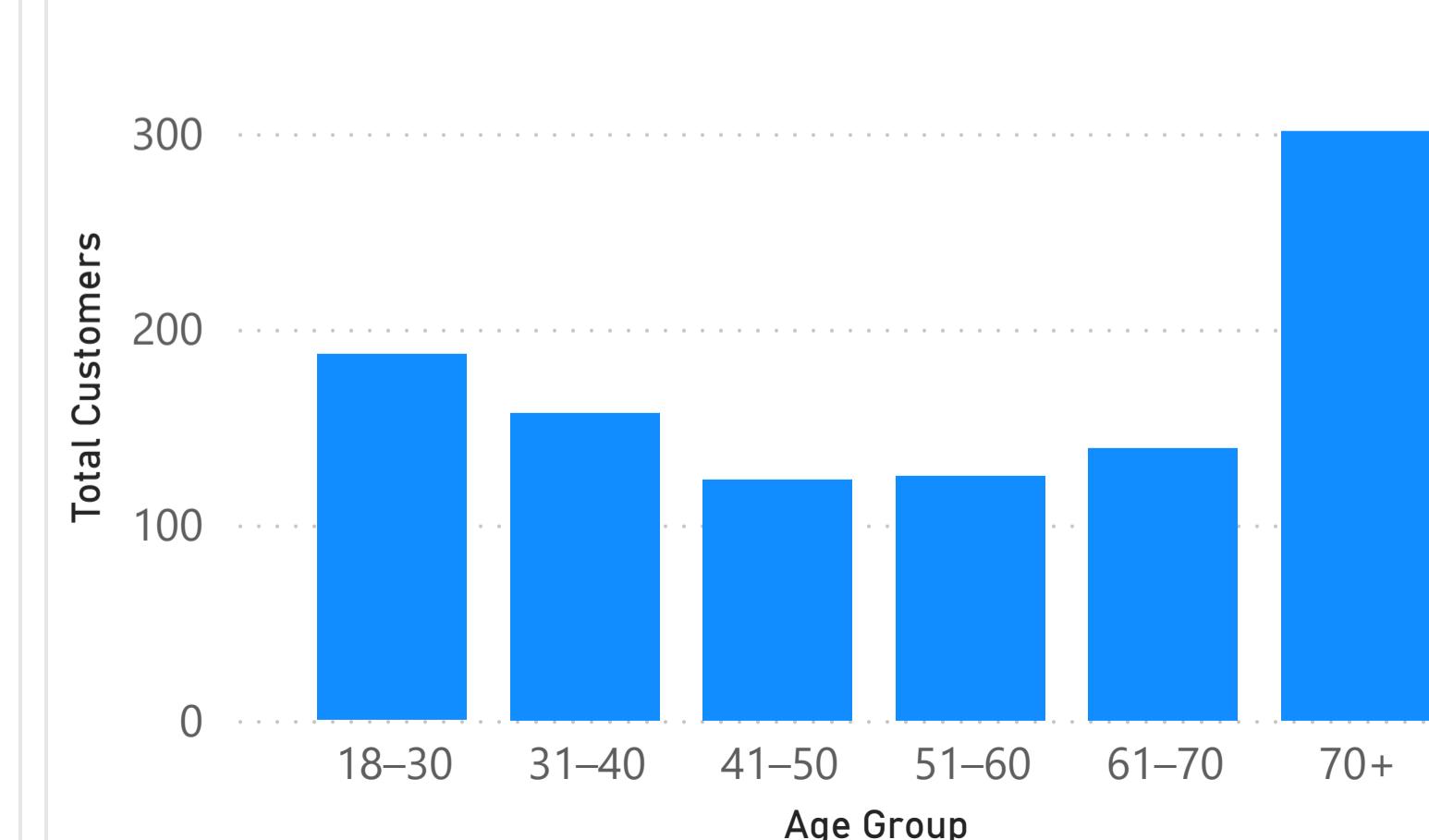


### Location Distribution

Income Bin ● >100k ● 20k-50k ● 50k-100k



### Customer Count by Age Distribution



# Income Trends By Average Age

